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*The*  
***Dental Assistant***

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[[ JOURNAL OF THE AMERICAN  
DENTAL ASSISTANTS ASSOCIATION ]]

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Volume 7

JULY-AUGUST, 1938

Number 7

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## AMERICAN DENTAL ASSISTANT ASSOCIATION

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# The Dental Assistant

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JULIETTE A. SOUTHARD, Editor  
311 Huntington Bldg.,  
Miami, Fla.

HELEN H. FITTING, Business Mgr.  
5528 Wayne Avenue  
Germantown, Pa.

MRS. MABEL BURR, Subscription Mgr.  
1109 Third Avenue, Spring Lake, N. J.

MARY M. CONNOLLY, Advertising Mgr.  
1008 Union Central Bldg., Cincinnati, Ohio

—Contributing Editors—

MARIE SILLAY SHAW  
810 Candler Bldg.  
Atlanta, Ga.

KATHLEEN FLINN  
4612 Bayard Street  
Pittsburgh, Pa.

STELLA PETERSON  
1549 Medical Arts Bldg.,  
Minneapolis, Minn.

GERTRUDE BURT  
344 Fourteenth Street  
San Francisco, Calif.

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## A COMPLETE EDUCATION

By E. FRANK INSKIPP, B.Sc., D.D.S.

(Continued)

Should their interest be lacking, it can easily be stimulated by convincing its officers of your sincerity. This can be accomplished by a request to your own employers, whose influence should at least make an investigation of your requests desirable. Definite program committees exist in every dental society—these can easily be persuaded to help your own committees. Dental minded groups, other than dentists, while having their own particular place in the field of dentistry should not take precedent over dentists as your instructors. They are too prone to tell you things which they feel a dentist should want in an assistant, rather than that which your employer actually desires in you. These planned classes can include everything from the psychology of a reception room to detailed laboratory procedures, which may be used in your own office or learned in case a future dentist-employer should need such services.

*The individual education*, however, is the real and paramount problem to my mind, of the dental assistant. Here is a unique position, the success and fulfillment of which depends entirely on subjection and service to one person, a person who is straining to render a difficult service to another, the patient, under equally difficult conditions. How much a dental assistant means to a conscientious dentist, I doubt if she ever does, or ever will know; the positions can never be reversed to make the assistant fully aware of her importance and possibilities. I assure you, they are limitless, and pay dividends, to the patient in better and more comfortable service rendered, to the dentist in a saner, less strenuous, more contented and longer life, and to you, the assistant in a happiness in the rendering of a truly exemplary service and in a more substantial remuneration according to the reputation acquired in such service. A psychoanalyst, a few days ago told me that a group cannot, as such, receive individual

education; that any attempt must, of necessity be given in very general terms. I realize this truth, and shall make no attempt to educate. But perhaps I can suggest a means whereby you can if you wish, gain this individual education for yourselves, and perhaps surprise your dentist as effectively as the proverbial gentleman who was laughed at as he sat down at the piano.

A young lady recently ridiculed her dentist because he insisted she stand at attention behind and to the left of the chair during his operations. He was, she said, unnecessarily temperamental in not wanting her to move around the office performing various needed tasks, while a patient was being cared for. What an opportunity for service she lost; watching every move of an operation over any length of time would have familiarized her with each step in any given operation. Certain oft repeated things could first be noticed, and watching the opportunity, the assistant could step in and be at hand with just the right help at a difficult moment. The first step in convincing a busy man how much easier you can make his work. Nothing, to a conscientious dentist, is more disconcerting than someone fussing around the operating chair and room with things not pertaining to the operation itself. Many of these can be done between patients or at less tense moments. The dentist I mentioned tried to solve this problem by insisting on the assistant standing still. Perhaps he hoped she would gradually become, by observation, the helper a dental assistant should be. She obviously did not get the thought I have suggested. To voice the criticism you might be thinking—why didn't this man insist upon the help at the chair. First, because it takes considerable time to teach a new assistant all of her duties, even if she be very apt and willing. Secondly, voluminous instructions on the taking over of a new job is so confusing that seldom is any

advancement made. Thirdly, even an employer is not truly cognizant of all of the possibilities of an assistant, even though he will be the first to appreciate the relief from small but trying responsibilities.

I have spoken of active participation in the work of a dental office; there is yet another side—the side which particularly is apparent in the well-known “perfect secretary.” The characteristics which make her so appreciated is not just her ability with a pencil and typewriter, but her everlasting and ever prepared tact, diplomacy and acquired knowledge of how to make decisions. It is the first aid of the reception room, be it to a salesman at the door, or an irate patient on the telephone. Such ability to handle a trying situation to the satisfaction of all and to sum up all of its possibilities for good, and potential catastrophes, before acting is not a gift which some possess and some do not. It is acquired by training and by gradually studying all aspects of your employer's problems, his personal feelings and opinions, his professional activities and their responsibilities, his expectations of his patients and those who visit him, and of the extent of his desire to contribute to requests for service. In questions of doubt, of course, an assistant must tactfully delay decisions rather than attempt to make them herself. Above all, never engage in a battle of words which with one who is vociferous in her condem-

nation of your office. Be firm, perhaps, but never use the same weapons of personal invective—you may later forgive them their mistakes, but do not make it necessary for them to have to forgive you for heated words. May I quote a story of the tenderfoot salesman who returned to his manager after one day of effort, with the statement that he was through with selling. He had, he said, been insulted! The salesmanager was surprised; “I have,” said he “been a salesman for thirty years; in my efforts at gaining new sales, I have been thrown out bodily from buildings, I have been thrashed, I have been called everything that the English language, and some others can conceive, but—I have never, never been insulted!” As a passing thought, may I remind you that the avoidance of war between countries, often hinges only on the fact that one diplomat refuses to recognize a bitter insult, but continues to struggle for the interest of his people and peace.

How complete your individual education shall be, depends entirely and solely on yourself. You may solicit and gain aid from others or you may shun it. You may seek to recognize possibilities of your field or you may build a fence around your present duties and refuse to incorporate more. There is only one condition that I must make, and that you must answer for yourself. The answer will guide your future—“what do you *want* to do?”

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*“In superior men, love is stronger than hate; friendship is stronger than selfishness, and gratitude is stronger than envy.”—EDWARD L. THORNDIKE.*

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“Men suffer all their life long, under the foolish superstition that they can be cheated. But it is as impossible for a man to be cheated by anyone but himself, as for a thing to be, and not to be, at the same time.

The person who sows a single beautiful thought in the mind of another, renders the world a greater service than that rendered by all the faultfinders combined.”

## "THE DENTAL ASSISTANT AS THE RECEPTIONIST"

By FRANCIS HOSS, Knoxville, Tenn.

*Read before the Eighth Annual Meeting of the Tennessee State D.A. Assn.,  
May 12, 1937, Knoxville, Tennessee.*

With a majority of people, the first impression is a deeply influencing and lasting one. They form opinions from it. Their subsequent meetings with the subject are strongly colored by that first impression. Therefore, how important it is that we should strive to make on all newcomers a favorable impression. Their entrance into our offices should be hospitably greeted and efficiently met with, to avoid any embarrassing confusion. Not by that type of efficiency that sounds cold and correct and forces an inferiority complex on them, but by an efficiency that shows only pleasant poise and a surety of knowing our business.

Sometime before I entered this work as a dental assistant, I was asked to fill in during vacation time for a friend who was a dental assistant. She told me my job was very simple. Since I was inexperienced and only temporarily employed, I was just to act as receptionist. There wasn't any particular strain to it nor did I need much knowledge of the work. It was impressed on me that my main duty was answering the telephone and the receiving of patients. So much stress was placed on the simplicity of the work that I was totally unprepared for the worries that followed. Quite sure of my ability to be pleasant and efficient, I answered call after call in utter confusion. Names were my biggest problem. I could not cope with the voices backed by such a variety of dispositions and personal worries. Often I was alarmed by the urgency of the requests to see the doctor right away and rashly made appointments that confused us no end. After the first day, I realized that, although the work was easily explained and simple in theory, the actual practice was much more complicated than I had anticipated, and I am sure you will all agree that the nervous and mental strain of the constant contact with the public and the clash of dispositions, is

more troublesome than is at first expected. I found that my own inexperience was the biggest handicap and most of my troubles had arisen from the fact that I underestimated my work. I calmed myself, took several good breaths and put my foot down firmly, but kindly, on the excited chronic worries and became even firmer in my telephone conversations. I learned to stop and think; yet reason quickly to eliminate confusion. I watched more experienced assistants, when I happened to be in other offices, and marked carefully the lack of hurry and fluster in their meetings with the patients. Finally the work became more simple. There was no trick to it and it required no special knowledge, but I learned to appreciate the calm welcoming manner of the dental assistants I had heckled in the past, and I respected the simple duty of a receptionist that is so much a part of the average dental office work.

Undoubtedly, the appearance of an assistant who is also the office receptionist is most important. It will aid or hinder her work enormously. The poise that is expected of her has its roots in the assurance that she is presenting a pleasing, dignified appearance to the patient. It is my contention that, in order to obtain such an appearance, she must wear the proper clothes and I have no doubt that the majority of the professional men and women you might ask, would answer that there is nothing to take the place of a white uniform complemented by white shoes and if she desires, a white nurse's cap. Perhaps at sometime or other you have been without your uniform for part of the day, didn't you feel rather casual, as if you were only temporarily on the job? Certainly the assistant in white, always immaculate of course, commands more respect from the patient. Somehow, she possesses a professional appearance that indicates her position in the office



is one of importance and reliability. Many of us I believe, don with our uniform a feeling of greater assurance than we may ordinarily possess. Therefore I suggest, that in building up a smooth and efficient technique for handling reception room duties, we begin by developing the proper professional appearance.

If the assistant is properly groomed and uniformly dressed, she must not forget that along with her personal appearance, she should be responsible for the appearance of her background. The reception room should live up to the neatness of the assistant. She is not expected, of course, to choose the fundamental furniture or the room's accessories, but in many cases the assistant subscribes to the office magazines, or spends a stipulated sum for them each month. This reading material for the patients should be chosen with the wide, varying tastes of the people for whom it is intended. After the purchase of the office library, it is plainly the receptionist's duty to keep it neatly arranged, and if magazines are subscribed to, to keep the most recent issues in the reception room and to discard or store away the old, torn issues. I believe it is, or perhaps I should say has been, up to recent years, a national joke to speak of finding the article you missed months ago in your dentist's office when other search has failed. Besides keeping the most up-to-date literature in your office, see that all that you have, is arranged as neatly as possible even if this requires several rearrangements a day. A person entering an office in a hectic state of mind, must appreciate seeing it neat and not cluttered up with the days paper, torn into several sections and magazines littering the available seating space. Many of us, however, spend very little time in our reception rooms and feel that our day is too crowded to attend very often to its general appearance. Therefore try to lessen the care of it by having enough magazine racks and table space to accommodate your periodicals, without crowding or stacking them in one or two places about the room.

Probably the less you can have about

your desk the better. Especially if it is not concealed by partitions from the rest of the waiting room. If your desk is cluttered unnecessarily, the effect of neatness you have been striving for in the reception room is wasted. When you are at work there, it will be impossible to maintain the order you ordinarily have, but if all mail, circulars and other papers, not necessary to your work at that moment, are sorted and discarded, a great deal of mess and confusion can be avoided. One unnecessary item that is permissible on any desk, I believe, is flowers. These might be considered necessary since they add to the beauty of the room without detracting any from the orderly effect you have planned. Against the background of a reception room neatly planned and well equipped, the kind dignified manner of a neatly attired receptionist should be the final touch to making a patient feel at ease and well received. Not all the contacts with the public are made face-to-face, so it is most important for the receptionist to apply the same pleasant tactics for telephone conversations that she does in the office. The average person is much harder to talk with by telephone however, and it requires extra effort on the part of the receptionist. It is almost impossible not to develop a telephone voice, but adopt, as nearly as possible a natural tone. Once I came across a question, while reading, that is worth trying out, "Why not try smiling when talking over the telephone?" It is amazing the difference this can make in the sound of your voice, and it is surprising what effects the receptionist's voice has upon the patient. Many of the calls we answer are from people in excited and unpleasant frames of mind. This necessitates the utmost tact from the receptionist to get the necessary information from them without seeming too abrupt. If every assistant who has the charge of making the days appointments, will acquaint herself with the hours already taken up, before she answers the telephone, it will simplify the call. Every bit of confusion should be avoided to shorten the time we must spend at the telephone. An appointment book with

large enough spaces to see the hour and the name clearly, is a big help to the busy receptionist.

No person who assumes the role of the office tyrant is really an aid. A certain amount of authority is invested in the role of receptionist, and to successfully manage her work she is wise to exercise it, but the receptionist who guards the office, the doctor, and is full of her own importance, can be the office-handicap as well. She must allow certain calls to be answered by the doctor, certain appointments should be referred to him. By using a good buzzer system, the assistant can indicate the calls she thinks the doctor will want to take; and if the office is equipped with a two-way buzzer system, it is easy for him to reject the call by merely ringing the prearranged signal.

Such a system as this will save the receptionist's steps and enable her to efficiently handle all the calls. If all the theories and practices are boiled down, you will find the dental assistant's work as receptionist consists mainly of efficiency, dignity, and a very necessary quality of kindness. A person possessing this combination of virtues is an excellent receptionist. Happy is the office under her supervision. Although this work proceeds smoothly, and is looked upon mostly as a side line to the rest of her work, her duty well performed, is a basis for subsequent dental work and the assistant who is also a capable receptionist has indeed overcome many problems, and thus smoothed the way for a pleasant doctor-patient relationship.

501 Medical Bldg.

## OFFICIAL CALL

To the members of the American Dental Assistants Association:—You are hereby notified that the 14th annual convention of the A. D. A. A. will be held in St. Louis, Missouri, October 24, 25, 26, 27, and 28, 1938 at the Hotel DeSoto. The Board of Trustees will meet at nine-thirty (9:30) Sunday morning, October 23, 1938. The meeting of the first House of Delegates will be held at nine-thirty (9:30) Monday morning, October 24, 1938 and at this time all officers, trustees, and chairmen will present written annual reports. The affiliated societies will file the name of their delegates and alternates with the General Secretary as requested. All members must present their 1938 membership card in order to register at the meeting. A Preliminary Program of the 1938 Convention will be published in the next issue of this Journal.

MABEL LYON, *President*

LUCILE HODGE, *Secretary*

## FOURTEENTH ANNUAL MEETING AMERICAN DENTAL ASSISTANTS ASSOCIATION

St. Louis, Mo., October 24-28, '38

The interesting city of St. Louis, being so centrally located, should attract assistants from all parts of our U. S. The Convention City expects nice, cool weather by the last of October, which will mean an enjoyable stay—while we thrill over an inspiring program, enjoy good fellowship and spend our vacations together. The DeSoto Hotel, headquarters, at Locust and 11th, awaits word from the members about reservations. We are asking that you deal directly with the hotel and do so **promptly in order that you may secure your desired rate.**

Single \$2-\$2.50-\$3; Double \$3-\$3.50-\$4; Twin Beds \$3.50-\$4-\$5-\$6;  
and up on all brackets.

Everything points to a fine meeting. Plan to attend and enjoy it with us. The local committees are working diligently to make this the 'Banner Meeting' of all time. . . . I am at your service.

ETHEL WHITENTON, *Convention Chairman*  
906 Exchange Bldg., Memphis, Tenn.

**TO THE MEMBERS OF THE A. D. A. ASSN.:—**

As Chairman of the Local Arrangements Committee for the American Dental Association it becomes my privilege and pleasure to extend to the American Dental Assistants Association, greetings and sincere wishes that your meeting in St. Louis may be profitable and enjoyable. Our Local Committee has provided a schedule of very interesting entertainment and we cordially invite your members to participate. We want you to enjoy the meeting from many angles so that when you return to your homes, you can honestly say that you were glad to have been in St. Louis. Hoping you will avail yourselves of this sincere offer of goodfellowship and hospitality, we are,

Cordially yours,

LOCAL ARRANGEMENTS COMMITTEE, A. D. ASSN.  
DR. OATHER A. KELLY, *General Chairman*

**GREETINGS! FROM THE LOCAL HOSTESS**

Greetings—Southern hospitality is known the world around. We may be a little to the north, but I assure you we are very friendly and looking forward, with great anticipation, to the October meeting. Our City is old and rich in our Country's History. We are very proud to have the privilege of sharing some of our lovely things with you. As President of the St. Louis Dental Assistants' Society, I wish to extend a most cordial invitation to every member of the American Dental Assistants Association to spend the week of October 24th to 28th in St. Louis, Missouri with us.

VIAVIN L. PROSE, *President*  
St. Louis Dental Assistants Society  
6200 Columbia—St. Louis, Mo.

**ST. LOUIS HAS LOST THE BLUES**

St. Louis, the town right "in the middle" of the U. S. A., is preparing for your visit in October. No matter where you live you'll find your trip here a pleasant and inexpensive one, well worth saving your vacation time to make. Special arrangements are under way to entertain you and make your stay the most enjoyable one an A. D. A. A. meeting has ever afforded its members, so—C'mon to St. Louis!

ELIZABETH KNIGHT, *Chm. Publicity Com.*  
3720 Washington Blvd., St. Louis

**CHAIRMEN AND TRUSTEES**

To the Chairmen of Committees and to the Trustees of the various districts we dedicate this issue of "The Dental Assistant" Journal. To them we show our sincere appreciation for their splendid efforts in fulfilling the duties of their office. We present them to you here, one by one:

Officers of the American Dental Assistants Assn.,  
MABEL LYON, *President*

**TRANSPORTATION COMMITTEE**

Dear Members:—Our banner flies high "ON TO ST. LOUIS" and we are urging every member to reserve the dates *now*:—October 23rd to 29th inclusive. Allow time for traveling and take advantage of the trips which are being arranged for your convenience. We hope for an outstanding attendance and the Transportation Committee will keep the banner at full mast. You will hear from us again thru your Secretary. Until then—remember—"ON TO ST. LOUIS."

Sincerely yours,  
ELEANOR B. GLASS, *Chm. Transportation Com.*  
44 Church St., Paterson, N. J.

### PROGRAM COMMITTEE

Your program Committee is planning to bring you some of the best talent the Dental profession has to offer, with others outstanding in their field, including our own members. We expect the General meeting to be the best in the history of the A. D. A. A., and need only the cooperation of every dental assistant to make this a reality. Invite your Doctors, their families, and all who may be interested, to this meeting. Let us start the convention with a "bang" that will be heard throughout the U. S. A. Suggestions will be appreciated.

CLARA B. PHILLIPS, *Chm.*  
296 Broadway, Long Branch, N. J.

### BANQUET INVITATION

We are beckoning you, dental assistants, dentists, wives and friends to join with us under the "Harvest Moon" to enjoy delicious food and one of the best floor shows you have ever seen, at the American Dental Assistants Association's Annual Banquet, Tuesday, October 25, 1938, 6:30 P.M., DeSoto Hotel, St. Louis, Missouri. Anticipating with great pleasure meeting and greeting you.

CLARA BAIR, *Banquet Chm.*  
681 E. Broad St., Columbus, Ohio

### WHICH ARE YOU?

There are . . .

NEW MEMBERS ready for all that study clubs and other activities offer—  
NEW MEMBERS lagging back, waiting for the "other" girls to make all advances—

OLD MEMBERS who just "sit in" now and then—

OLD MEMBERS who lend a hand when needed and instill new enthusiasm—

INDIFFERENT MEMBERS who sit on the sidelines and criticise what every one else does—

EAGER MEMBERS who gladly help in any possible way—

INACTIVE MEMBERS who just won't do nothing for nobody nohow—

ACTIVE MEMBERS who can be relied upon in any emergency—

INDIFFERENT MEMBERS who never give their association a boost—

INTERESTED (and Interesting) MEMBERS who constantly bring in new members.

CATHERINE MORGAN, *A. D. A. A. Membership Chm.*  
3780 Wilshire Blvd., Los Angeles, Calif.

### EDUCATION COMMITTEE

Working with the Deans of Dental Colleges to raise the status of the dental assistant, we shall give you some of the facts in the Annual Report of the Education Committee at the Fourteenth Annual meeting in St. Louis. Each year the demand is becoming greater for educated, intelligent and highly trained women assistants in Dental offices. Until the demand is created for dental courses in dental colleges, it is the duty and privilege of each component society of the A. D. A. A., to conduct a well-rounded educational program to meet the present demands of the dental assistant and dentist.

It is our sincere wish that the red, white and blue brochure has helped your society carry out a well planned educational program. For any further information, suggestions as to subjects or available sources of instruction, please communicate with the A. D. A. A. Chairman of Education. We want to help you if we may:

CLARA BAIR, *Chm., Education, A. D. A. A.*  
681 East Broad St., Columbus, Ohio

## TALKING IT OVER

This department is under the supervision of EDNA M. JUSTICE,  
631 Jenkins Arcade, Pittsburgh, Pa.  
(The Trustees "talking" to Their District)

Someone has said that the Hall of Opportunity has one Thousand Doors, but Nine Hundred and Ninety-Nine are exits. How many Dental Assistants are taking advantage of the Open Door? Why not come to St. Louis, the "Open Door for 1938," and carry back the inspiration you will receive there.

BEULAH J. NOWELL  
*First District Trustee*

As October looms on the horizon, our loyalty and enthusiasm are put to the test, and attendance at our National Convention becomes the personal concern of each individual member. Inability to attend this annual session deprives you of a week of educational activities, social events and the pleasure of meeting and making friends. So follow the banner, so ably conceived by our Transportation Chairman, "On To St. Louis"!

ROBINA MCMURDO  
*Second District Trustee*

I wish to send this message to all Dental Assistants in the Third District: Let us all that can possibly do so, attend the National Convention in St. Louis. Until one has had this experience it is impossible to explain the JUST meaning of A. D. A. A.

MARGARET W. HUMMER  
*Third District Trustee*

SPECIAL TO ST. LOUIS FROM THE FOURTH DISTRICT: NEW ORLEANS, MIAMI, ST. PETERSBURG, JACKSONVILLE, ATLANTA, AND BIRMINGHAM—St. Louis is near, and it is the big chance we of the Fourth District have to break the record for district attendance. Please make your plans to be there and let's show everybody how we SOUTHERNERS do things in a BIG WAY.

LUCILE BLACK  
*Fourth District Trustee*

Dear Fifth Districters: (meaning West Virginians, Virginians, N. and S. Carolinians, Kentuckians and Tennesseans) St. Louis—October 24-28, 1938 offers a grand occasion at the Annual A. D. A. A. meeting for a vacation together—not too far for any and quite close for most of us. Let's Go. It will be great. Sincerely,

ETHEL WHITENTON  
*Fifth District Trustee*

To the members of the Sixth District: I—earnestly hope that many of you will attend the St. Louis Meeting and enjoy the feast of good things being prepared for your enjoyment and benefit—I regret that I have had to resign my office, due to my forthcoming marriage, but I know you will co-operate in every way with my successor.

STELLA GOETZ  
*Sixth District Trustee*

To the members of the Seventh District who cannot fly or railroad to St. Louis, for the National Meeting, I suggest they start thumbing their way, not later than August first. Some of the State Societies are chartering a bus and expect to fill it to the roof. Good luck to you all.

ANN McDONALD  
*Seventh District Trustee*



Only once in eight years have we had the privilege of a meeting of our A.D.A.A. within our own district! Let the following committee make it possible for you to join a group near you, and attend the National meeting this October: Opal Moore, 514 R-W Bldg., Hutchinson, Kansas; Catherine Rand, 1300 Bryant Bldg., Kansas City, Mo.; Virginia Evans, 27th Floor Gulf Bldg., Houston, Texas.

NELLE MITCHELL  
Eighth District Trustee

We are proud of the progress of our A. D. A. A. We are proud of our National Meetings. Come and hear some of the most distinguished men in dentistry speak. Enjoy fellowship with dental assistants from all over the United States.—Ninth District, can we double our 1937 delegation?

AIRNA CHAMBERLIN  
Ninth District Trustee

October 1938—and again, we members of the A. D. A. A. will have the pleasure of greeting our fellow members, in St. Louis. To each and every member of the societies in my district I send this message. Your membership will be more valuable, attractive and interesting, when you have experienced the benefit of contact with other groups, by your attendance at a National Meeting.

MARY M. CONNOLLY  
Tenth District Trustee

## "GOOD MORNING, MR. GALLAGHER"

By SADIE M. LEACH, La Porte, Ind.

Given before the Indiana S.D.A. Assn., May 16-18, 1938.

Once upon a time, Dale Carnegie interviewed Postmaster General James Farley; in the course of the interview Mr. Carnegie asked Mr. Farley what was the secret of his success. "Hard work," said Mr. Farley. "Don't be funny," said Mr. Carnegie. Mr. Farley then asked Mr. Carnegie what he thought might be the secret of his success. Carnegie replied: "I understand that you can call ten thousand people by their names." "No, you are wrong," Mr. Farley answered, "I can call fifty thousand people by their names." You will recall that in 1932 and again in 1936 Mr. Farley was able to go out and thoroughly sell the Democratic Party to the American people. They tell us that the first impression that the patient receives when entering the dental office is from the assistant; it is at least part of our responsibility to help sell the services of our offices to the patients. Can't you just feel your shoulders sag? How shall we go about it? Not by high-pressure, super-salesmanship, certainly.

Let me relate how Dr. King's assistant, Miss Mary Smiley, takes a tip from Mr. Farley. One of the factors in Miss Smiley's success as an assistant is the fact

that:—

"She has a wealth of friendliness

From which she gives, yet has no less." The middle of a busy morning; a gentleman walks into Dr. King's office, Miss Smiley GOES OUT INTO THE RECEPTION ROOM, (no peeking around the corner of the door allowed) she has never seen this man before; she says "Good morning, sir, what can we do for you?" (I have a fond feeling for that little word "sir"—try it out a while, and see if the bank president doesn't accept it as the honor due his position, while being addressed in that way, will cause the man on relief to straighten his shoulders a bit and remember that once he was a better man.) The man says, "Is this Dr. King's office?" hoping that it isn't; there's nothing he hates worse than going to the Dentist, but his wife has just nagged him until here he is, in self defense. Miss Smiley answers, in her pleasant voice, "Yes, this is Dr. King's office; how can we serve you?" He turns his hat around in his hands, and says, "Well, I'd like to see the Doctor about a tooth." Miss Smiley replies, "The Doctor is busy just now; will you wait until it is possible for

(Continued on Page 110)



## QUESTION BOX

By ETHEL WHITENTON, 906 Exchange Bldg., Memphis, Tenn.

(the following were sent by Creola-Charles Baker of Pratt, Kansas)



1. In using white paper napkins for head rest covers, I find it better to trim around them to conform with the size and shape and hold in place with rubber bands. Changing in the presence of the patient makes a very favorable impression.

2. Blue Ointment has proven very good for cleaning the inside of the sterilizer lid, as well as cleaning and oiling the forceps, using while sterilizer and forceps are hot and wiping off all surplus.

3. A single X-Ray clip, mounted upright in a small square of plaster of paris, holds a single X-Ray upright on the bracket table, convenient for the Doctor to glance at during extractions or canal work.

4. A small square of gauze or Kleenex clipped to the patients towel for the Doctor to wipe his instruments on, makes a much better impression than having him wipe them on the towel, as many Doctors do.

To prevent rubber dam from splitting rub a small amount of shaving soap on it where it is to be used. It can then be stretched without fear of tearing.

The use of large paper bags as linings in your deep waste can will mean a more attractive can, cleaner inside and without odor, as this bag may be removed with contents inclosed and the waste does not come in contact with the can itself.

Another method for reclaiming colloidal materials is to place used material in the top of a double boiler. Heat over the boiling water until the material is thoroughly dissolved; then fill the syringe, close and cool. When ready, remove the stick from the syringe and place in a jar of water. This is often better than the original stick as it is not quite so 'runny'.

Medium sized cotton rolls cut in  $\frac{3}{4}$  inch lengths with one end cut straight across and the other at an angle can be kept in a sterile jar ready for use during extractions. These make splendid swabs.

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"The only man who can be a leader is one who knows the way."

—FRED McALISTER

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"As each of you travel along that road, that millions upon millions have traveled heretofore, and more millions will travel as time goes on; and your time comes when you stand upon the threshold of that great beyond, from whence no man returneth, and you look back over your pathway; your happiness will depend upon the kindness and good deeds you have done to others as you traveled along this roadway of life."

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"Do not dare to live without some clear intention toward which your living shall be bent. Mean to be something with all your might."—PHILLIPS BROOKS.

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# *The Dental Assistant*

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A Journal for Dental Assistants Devoted to Their Interests and Education  
Monthly publication of the A.D.A.A. Journal for Dental Assistants Devoted to their Education and Interests and to the Efficient Conduct of Dental Offices. Publication of all statements, opinions, or data, is not to be considered as an endorsement of same by magazine or its publishers.

JULY-AUGUST, 1938

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## EDITORIAL DEPARTMENT

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### OF WHAT VALUE STUDY COURSES?

Continued education is being stressed in all vocations to keep pace with modern advancement. Mediocrity is no longer tolerated in this highly efficient age so it is necessary to be fortified with as much additional training as possible. The more knowledge acquired the more capable will one be to cope with daily demands and the more secure of one's position. With the unemployment situation existing today any amount of skilled help is available, consequently one must be ever alert and capable of measuring up to rapidly changing standards. Increased knowledge also increases confidence in oneself which, incidentally, leads to greater efficiency in discharging one's duties. All this emphasizes the importance of establishing a rigid course of study for self-improvement. This is being made comparatively simple since schools, professional organizations, community centers, and individuals are offering classes or instruction in any subject free, or at very nominal fees.

In no way can an organization be of greater service to its membership than through promoting and arranging study classes. Benefits will be many, for as more members enroll in these classes interest and enthusiasm is aroused and a larger and stronger society is the result. In the course of study exceptional talents and ability are often revealed which can later be utilized for lecture and clinic programs. Busy people are generally happy and interesting people, so study clubs are not only constructive from an educational angle but also provide a means of developing good-fellowship. It is a vital factor in the growth and character of an organization. Let us therefore demand, promote, and support study clubs and thereby lay a larger and firmer foundation, not only for personal development but also to cultivate a finer spirit in our societies. Confucius, once said:—"Our labors cease only when we have become perfect—an unattainable goal, but one that we must not the less set before us from the first. It is true that we shall not be able to reach it, but in our struggle toward it we shall strengthen our characters and give stability to our ideas, so that, whilst ever advancing calmly in the same direction, we shall be rendered capable of applying the faculties with which we have been gifted to the best possible account."

STELLA A. PETERSON, *Contr. Editor.*

The following is taken from the March issue of "The Mirror," official bulletin of the Cincinnati D. A. Assn., and can apply to all societies.—EDITOR.

### SINCERITY

Webster defines sincerity as "quality or state of being sincere,—honesty of mind or intention; being in reality what it appears to be."

To be recognized as truthful or sincere, is to be the possessor of one of the finest qualities possible. A loved friend is one whom we know will never betray our confidence, will always keep a promise, who knows their duty and acts upon it. We appreciate love and unselfishness wherever they are found. I fully believe that what we do is the result of what we think and we must not make our duties hard by thinking them hard. It behooves each of us to guard our thoughts and to be conscientious and faithful. Faithful members of our little organization—The Cincinnati Dental Assistants Association—true to its ideals and aims, sincere in our work and plans for its future. It is the duty of each member to act in such a way, at all times, as to reflect credit to the whole group and our progress will surely follow. Progress is in persons, not in things.

"Be true, means true to God above  
To self, and to our fellow men."

—MARIE WIDMEYER.

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### CLINICS AND EXHIBITS

With the increased interest in clinics shown by societies all over the nation, your Clinics and Exhibits Committee is anticipating the largest representation of clinicians at the Fourteenth Annual Meeting in St. Louis. It is gratifying to know that the educational movement stressed by our president is actually moving onward. We are confident that the clinics this year will be an inspiration to every member who attends the national meeting.

The president of each component society has already received a brochure entitled "Clinics—How to prepare them and how to Present them." Will each president be certain that her copy is given to the clinician representing her society in St. Louis? If there is to be more than one clinician from a society, other copies will be sent direct if you will advise the chairman. This brochure is also intended to take the place of the usual letter of instruction mailed each year prior to the annual meeting. It is important that every clinician read this carefully. We urge the cooperation of each society in mailing the chairman the names of the clinicians and the titles of clinics not later than September first. Otherwise, the clinicians' names will not appear in the official program. . . . Do not forget about the Exhibit Booth in the main auditorium in St. Louis. Each society is requested to contribute a "Health Poster" as suggested in our Journal "The Dental Assistant." It has also been suggested that scrap books used in "Visual Education" for the dental patient would be most interesting to have in the booth for visitors to read. The committee will appreciate any and all material that the societies are willing to loan for exhibition purposes. Please feel free to write your chairman for any information or any help.

DORIS E. HARVEY, Chm. Clinics and Exhibits  
230 Grand Avenue, Oakland, Calif.

## POSTERS E. A.



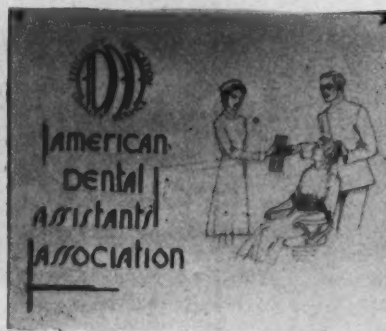
These posters were chosen from the outstanding A. D. A. A. meeting in Atlantic City. They give you ideas as to what other societies of the A. D. A. A. to do in St. Louis. Why not have a poster of the best one shown? This will encourage and inspiration behind the prize winner.

Do not forget that the posters must not appear on the society must not appear on the poster back for identification together with information, please communicate with.

DORIS  
 230 G  
 Oakland



RS E A.D.A.A.



sen from outstanding ones exhibited at the  
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 cate with n.

DORIS HARVEY, Chairman  
 230 Grand Avenue  
 Oakland, Calif.

## THIS AND THAT

MARGARET CUMMICK SHARP, Peoples Trust Bldg., Jasonville, Ind.  
(Please have your material for next issue reach me by Aug. 10th)

**THE KANSAS CITY D. A.'s** had very unique invitations for a recent meeting in the form of a personal message, decorated in colorful spring flowers. It was a dinner meeting, held at the Hotel Biltmore and the Hygienists were guests. Walterene Summers gave a paper and Mrs. N. C. Speer reviewed "The Return to Religion." At a later meeting the assistants and hygienists merged into one society and had a "Pot-luck" supper at the home of Margaret Harley, honoring the new members. . . . **THE IOWA STATE D. A. A.** reports one of the most successful meetings in their history. The Dental Association voted the assistants an allowance of \$50.00 to help with their yearly expenses, and re-interpreted their By-Laws so that the assistants could be included in the General Clinic room at future meetings, thereby giving the assistants' clinics more prominence. The Clinic Trophy presented by Dr. Mort Henkin, President of the Iowa State Dental Society, was awarded Mary O'Donnell of Sioux City for her clinic on "Practice Building Courtesies;" second was Lillian Grimmer of Davenport with "Porcelain Inlays" and third Oriett Clark of Ames with a display, "Entertaining the Child Patient." The Health Exhibit Booth was the first ever attempted and received quite favorable comment. First place in the poster contest was won by the Des Moines Society with a "Cotton Roll Doll" poster, Mrs. Louise Lynum of Sioux City took second place, and Madonna Johnson of Sargeant Bluffs, third. **THE NORTHWESTERN DISTRICT** of Iowa regrets the loss of four members, Virginia Hunter and Muriel Dyer are saying "I do," Madonna Johnson has moved to California and Lucile Schalinski is retiring. Parties were given honoring these members. The final meeting of the season was a dinner at Stoup and Schaeffers, followed by an enjoyable tour of the Northwestern Bell Telephone Co. during which instructions were given on the proper use of the telephone. Delegates and alternates to the St. Louis Convention were elected at this meeting.

**THE LONG BEACH D. A. A.** arranged their May program especially for the Mothers of the members, the Doctors and their wives. A mystery box, donated by Dr. Geo. Chuck, was disposed of by Serena Griffith and Beryl Wright, and netted a nice sum to the Delegates' Fund. The recipient of the box was Mrs. R. F. Tschumpert. The musical program consisted of a vocal solo by Mrs. Walter J. Furie and a violin duet by Mrs. A. C. Malone and Marguerite McClain, both numbers accompanied by Mrs. Edith Ailman at the piano. Mr. Zeno Klinker, with his sound-picture, "Thrills in Africa" provided an hour of breath-taking entertainment. Table decorations, featuring wild animals and a center piece depicting a three-ring circus, carried out the topic of the speaker, for which credit goes to Alva Sears and Leone Sprague. A program is being arranged for an early date at which time a lecture on "Control of the Social Diseases" will be heard. . . . **THE SAN FRANCISCO DIST. D. A. A.** had as guest speaker at one of their meetings, Dr. F. Rochex, who chose for his subject, "The Relationship of Dental Infection to Systemic Diseases." These girls have spent a busy season with their annual Spring Dance, a Barbecue Party at the home of Gladys Spencer, and disposing of some airplane luggage as a means of replenishing the treasury. The list of clinics given recently included "Helpful Hints"—"Sterilization of the Handpiece," "Making Amalgam Dies," "Gold Foil" and "Flower Arrangement."

**THE BIRMINGHAM D. A. SOCIETY, ALA.** sponsored a dance at the Club Rex to increase their Delegates Fund. It was a most enjoyable affair. . . . **THE GEORGIA D. A. A.'s** Annual Meeting was held at the Lanier Hotel, Macon. Clinics were presented by the First District, Savannah, and the Fifth District, Atlanta. The latter won the Trophy and the 1st District, won the Attendance Trophy. Annie Sue Jackson of Macon won the Cooperation Award. A new society at Albany was recently

organized by the Fifth District girls. The Savannah society was more than "deee-lighted" to be hostess to our Founder, Mrs. Juliette A. Southard early in June. . . . THE CINCINNATI D. A. A. opened their May meeting with a dinner at Hostess Hall, having members of the new Miami Valley and Mad River Valley societies as guests. The program included papers by four past-presidents; Grace B. Renshaw discussed "The Value of Organization;" Helene Meyers chose "The A. D. A. A." as her subject; Mary M. Connolly talked on "The Trusteeship of the A. D. A. A." and Helen Morris "Advantages of Affiliation with Local Societies." The Bank Contest closed and the prize for the most unique bank was awarded Hilda Ehrhardt, Dr. W. O. Hulick received Honorable Mention. The following acted as judges, Dorothy Heet, Dorothy Forester, Marion Bennett and Betty McMahan. One of the highlights of the Spring activities was the May Day Frolic when the members were entertained at the home of Dr. and Mrs. O. T. Robertson. Nothing was omitted in the festivities of the day, and Helen Hendricks, President of the Cincy society was crowned Queen of the May. The annual picnic was held at Lake Chatauqua, Franklin, Ohio. A bus was chartered and a jolly time enjoyed by all. . . . THE INDIANA STATE D. A. A. held their 18th annual meeting at Indianapolis, one of the most interesting and successful meetings ever held. The attendance surpassed all previous registration: The clinics were held in the Assembly Room with those of the dentists and the Trophy award went to Annabelle Grosh of Fort Wayne for her demonstration, "The Pay-off of the Dental Assistant." The competitive paper program was highly commended by members of the dental profession who attended the meeting. Alberta Littell was awarded the prize for her paper on "Ideas of Ideals." Mary M. Connolly, Tenth District Trustee was present for the entire meeting. A delightful luncheon at the Columbia Club, followed by a tour of the Methodist Hospital completed the activities of the session. . . . THE GARY D. A. A. of Indiana celebrated their first anniversary with their doctors as dinner-guests. The menu was fit for lumber-jacks and the doctors enjoyed it so much they hope it will be an annual affair. The guest speaker was Ethel Ransom, Supt. of Nurses at the Northwestern University Dental School. Jo Ellen Harkin, Pres. of the D. A. Society, presided.

THE MONMOUTH COUNTY D. A. A. of N. J. are exceedingly proud that one of its members, Edith Worth, was elected president of the New Jersey State D. A. A. Several Monmouth County girls attended the Southern D. A.'s annual banquet at the Walt Whitman Hotel at Camden. Some of the recent programs have included clinics on "Models" by Virginia Cartwright, "Helpful Hints" by Ann Abbot, Margaret Hill, Reba de Roche and Edith Worth; a paper on "Economics" read by Mabel Burr and a "Question Box" conducted by Margaret Taylor. . . . THE D. A. ASSN. OF BERGEN COUNTY, N. J. met at the office of Dr. P. Weber of Englewood with Mr. H. Mortenson, guest speaker, discussing "Personality in the Dental Office." Mrs. Bernice Fimbel was a guest. New officers were elected for the coming year. The annual party was held at the home of Agnes Klein of Englewood and plans are in the making for a summer picnic. . . . THE ATLANTIC COUNTY D. A. A. of N. J. deserve a lot of credit for their accomplishments at the State meeting. They won the award for Attendance and for the Clinic "Proper Tooth Brushing Technique" given by Ruth Collins, Margey Donnelly and Esma Farrah. A most interesting paper was read by Regina Retzbach, entitled "The Child Patient." At a recent meeting, Dr. Suter presented each girl with two sets of miniature upper dentures. A neat sum for the treasury was realized thru a successful Card Party. The Society made a two-day trip to Milford, Del., where the members were guests of the L. D. Caulk Company, a most interesting and instructive trip.

The June meeting of the TIDEWATER D. A. A. Va., was well attended and most interesting. Mr. Powell, guest speaker, gave a talk based upon the lecture of A. Lawren Brown "The Blind Spot of Science." His pictorial presentation included

stereopticon slides, graphs, stories, and anecdotes which were very entertaining and instructive. Several Beach, Bridge and Bingo parties are planned to swell the Delegates' Fund. They are living true to the axiom "where there's a will, there's a way" and are not permitting "Ol' Man Summer Slump" to disrupt their work. . . .

**THE LEHIGH VALLEY D. A. A.** of Pennsylvania heartily welcomed the demonstration and talk on "Helpful Hints" given by Evelyn Bailey of Allentown. The annual Spring dance was well attended, held at the Beth-Allen Casino. Helen Burcaw, Secretary, is recovering from a recent operation. The Annual Meeting and Banquet was held at the Sun Inn at Bethlehem in June. Meetings will be discontinued during the summer. . . . **THE MIAMI D. N. ASSN.**, report a banner meeting at the residence of Dr. and Mrs. Marvin Smith, when they traveled in Europe and the Holy Land, thru' the medium of motion pictures taken by Dr. Smith. This had been preceded by a "get-together" dinner in honor of the President, Margaret Klinkenberg, arranged by Rosamond Mott and Virginia Schenck. The June 6th, meeting closed the active season, Mrs. Walter Beckham, Pres. of the Miami Woman's Club, was the guest speaker, her topic "Personality." We are glad to report that Doris Bowman who had been ill, is entirely recovered. Good work, Doris!!—Barbara Rue, Treasurer, is planning an extended vacation that will take her to that busy metropolis, New York City. A Beach Party is being rumored, as a keep-together means during the summer and they wish we could all join them—"Come on in, the water is fine at Miami Beach."—Juliette A Southard who went traipsing all over the North as far as Toronto, is back at "hard labor," and says she had a GRAND trip and that the Ontario D. N. & A. Assn. Meeting was TOPS. They elected her an Honorary Member.

## HIGH LIGHTS OF THE ONTARIO D. N. & A. ASSN. MEETING

The 7th Annual Convention of the Ontario Dental Nurses and Assistants Association was held in Toronto, May 16-18, 1938 at the Hotel Royal York. The morning of May 16th was devoted to the table clinics given by the members, in the same room as those of the dentists, and they attracted much favorable comment. A silver trophy was awarded the best clinic in the estimation of a committee of dentist judges, "Inlay Technique" presented by Helen Campbell of Toronto; First Honorable Mention went to Tomye of Toronto (formerly of Los Angeles) for "Chairside Assistance", and Second Honorable Mention to Iverna Rae of Hamilton for "Short Cuts and Ideas". . . . **VISUAL EDUCATION** having been stressed during the past year, by the Toronto dentists, the members of the Ontario D.N. & A. Assn. had been asked to prepare scrap books that might be used by the patients in the Reception Room, which would help in educating them in the value of dental care. The Toronto

Chapter had presented a prize for the one selected by the judges as the best, this to be retained permanently by the winner. It was won by Mary Armstrong of Thunder Bay Chapter; First Honorable Mention going to Irene McNair of Windsor, and Second Honorable Mention to Audrey Saunders of London. Posters had also been prepared by the members, the First Prize going to Irene McNair of Windsor, Second to Loretta McCaughey of London, and Third to Nan Braidwood of Toronto.

Monday afternoon the members and guests had been invited by the Ontario Dental Assn. to attend their Opening Session and hear Dr. Edwin N. Kent of Harvard University, on "Important Points in Office Management", and Dr. Paul Dudley White of Boston, on "Heart Diseases." The evening was devoted to visiting the "Open Night" of the Dental Exhibits.

Tuesday at 9:30 the Business Meeting was called to order by Marion Edwards,

President (Associate Member of the A.D.A.A.), who introduced Sarah Hood Gallien, 2nd Vice-President of the A.D.A.A., and official representative to the Ontario Convention, and Juliette A. Southard, Founder of the A.D.A.A., and Honorary Member of the Toronto D.A. Assn., and several other distinguished guests. Dr. R. S. Woolatt, President of the Ontario Dental Assn., gave the Address of Welcome, followed by Dr. A. D. A. Mason, Dean of the Faculty of Dentistry at the University of Toronto, who also spoke words of welcome and encouragement. Papers were given by the following:—"Why Belong to Your Dental Assistants' Association?" by Iverna Rae of the Hamilton Chapter; "Personal Hygiene," by Dr. Gwen Mulock; "Collections," by Miss Jessie Ritchie, R.N. . . . At 12 o'clock noon, a complimentary luncheon was given by the Toronto Chapter for the members and guests, at which time the various trophies were presented, as stated above. The speaker was Sarah Hood Gallien, who won the hearts of all present with her masterly inspirational address, at the close of which, as the personal representative of Dr. G. Layton Grier, of Milford, Del., she presented a beautiful silver cup, the gift of Dr. Grier, to the Ontario Association, as a token of International Friendship, to be known as the "Achievement Trophy." This was received by Marion Edwards for the Ontario Association, who called on Iverna Rae to make the acceptance address. Sarah Gallien then presented Marion Edwards, as a token of friendship from the A.D.A.A., a gold past president's gavel to be used on her emblem pin, as she was retiring from office with this meeting, this was tied to a lovely cluster of blue and gold flowers, the colors of the A.D.A.A. The Honor Guests were:—Juliette A. Southard, Dr. Martha Law, and Mr. Wm. McTavish. Master Joe Pach, 10-year-old virtuoso on the violin, furnished the entertainment. Following the luncheon a meeting was held with Dr. Fred Adams of New York as principal speaker, his topic "The Role of the Dental Nurse in Pain Control," and a play given

by the London Chapter, humorous and realistic, entitled "People We Meet in Our Daily Practice," which brought back to the minds of all present, the varied experiences they too had encountered along those lines.

At about 3:30 P.M. three large buses filled with members and guests, left the Royal York for Brampton and a visit through the "Dale Estate," the largest flower and plant nursery in Canada. A long stemmed American Beauty rose was presented to each one on arrival, and with special guides, parties were conducted through the greenhouses, grounds, etc., the flowers were very beautiful, and it was a wonderful treat to behold them in their glory. Supper followed in "Orange Hall," served by the ladies of the "Orange Society Auxiliary." Juliette A. Southard was the speaker of the evening, and at the close of an informal talk, she announced that she had a surprise for those present, as well as for Marion Edwards who had been much concerned as to who the "Achievement Trophy" was to be presented" as she could not get her Executive Board to tell her who they wanted it to go to"—Well, the Executive Board had unanimously voted that this trophy should bear the name of Marion Edwards as the first one to whom awarded. Amid much applause Marion accepted this tribute, being quite overcome, but everyone understood her joy and surprise, and were happy with her. Marion then announced she had something she wanted to say in the name of the Ontario D.N. & A. Assn., and presented Juliette A. Southard with a beautifully inscribed parchment scroll, attesting to the fact that she had been elected an Honorary Member "with gratitude for her inspiration and continued interest." For once J. A. S. was speechless, but managed to thank the Ontario members for their fine manifestation of friendship, which would never be forgotten. Election of officers followed, and Loretta McCaughey of London, will guide the Association for the next year as President, Iverna Rae, Vice-President, and Ferna Leech Cook, President-Elect.

Wednesday morning was devoted to



speakers and papers as follows:—"Dental Economics," by the Windsor Chapter; "Nutrition," by Dr. C. P. Segard of Wisconsin; "Dental Office Reception Room," by London Chapter; "Tray Preparation for Fournet-Tuller Technique," by Toronto Chapter; "Visual Education," by Thunder Bay Chapter. A stylist from one of the leading department stores gave a demonstration of proper clothes for the business woman, for work and for leisure. Marion Edwards installed the in-

coming officers, and this brought to a close a very delightful and profitable meeting. Our Canadian sisters are to be congratulated on their progress and accomplishments, and we are to have the pleasure of greeting several of them at St. Louis; Loretta McCaughey, President, will be the official representative. You will hear a report from Sarah Gallien at our St. Louis Convention.

JULIETTE A. SOUTHARD.

## TROPHIES OF THE AMERICAN DENTAL ASSISTANTS ASSOCIATION

In 1932, "Oral Hygiene" gave the A.D.A.A. a silver cup to be awarded for such purpose as the Board of Trustees would decide upon. After due consideration, the Board felt that encouragement for larger representation at conventions, by the various affiliated societies located outside of the convention city, might receive impetus through the awarding of a "Convention Attendance Trophy", so this cup was dedicated to this purpose. To date the award has gone to the following groups:—

Los Angeles D.A. Assn.....	1932
Seattle District D.A. Assn.....	1933
Detroit D.A. Assn.....	1934
Tennessee State D.A. Assn.....	1935
Los Angeles D.A. Assn.....	1936
Los Angeles D.A. Assn.....	1937

A.D.A.A. officers and trustees that attend conventions from any given society, are not counted in the total attendance from that society, as their travel expenses are paid to convention. You will note that the Los Angeles Association has won the trophy for two consecutive years, if they win it at St. Louis, they will hold it permanently.

One of the loyal members of the A.D.A.A., and a past Treasurer, was Aloise B. Clement of Omaha, Nebraska. She was a charter member of the first association organized for dental assistants, the Nebraska State D.A. Assn., organized in 1917. Shortly following the New Orleans convention early in November, 1935, Aloise was called to her Eternal Reward. She had a host of friends in the Association, as well as outside of it, who admired her faithfulness to duty, her loyalty, and her kindly understanding and desire to always be a help to others. For the convention held in San Francisco in 1936, a beautiful silver cup was presented to the A.D.A.A., by Mr. Joe E. Ratner, in memory of Aloise B. Clement, it is inscribed as follows:—"Aloise B. Clement Trophy for Achievement—Presented to American Dental Assistants Association by Joe E. Ratner." At this meeting, the Board of Trustees voted to award this trophy to the Founder of the A.D.A.A., Juliette A. Southard, and at the 1937 meeting at Atlantic City, the member chosen for this honor was our gracious and most efficient General Secretary, Lucile S. Hodge. Outstanding service and achievement for all dental assistants, over a period of time, is the basis upon which this award is presented.

This will conclude our series of articles on the "Trophies of the A.D.A.A.", the first having appeared in the November-December 1937 issue. We trust that the members will better understand how the trophies came to be presented, and how they are awarded, and that they will feel that in a spirit of friendly competition, these awards are worth striving for. It will be interesting to see who the worthy winners will be, at our 14th Annual Meeting at St. Louis in October.

JULIETTE A. SOUTHARD.

## AMERICAN DENTAL ASSOCIATION

The meeting of the American Dental Association in St. Louis October 24 to 28 will provide a worthy setting for the climax of the greatest dental educational effort ever promoted by organized dentistry—the national poster contest. When leaders of the profession and some 11,000 dentists from all parts of the country are assembled in the great St. Louis Municipal Auditorium, the national prize winners will be selected. The national significance of the contest can be readily gauged by the fact that three leaders in American child health work have agreed to act on the board of judges. They are: Surgeon General Thomas Parran of the United States Health Service; Miss Katherine Lenroot, chief of the Children's Bureau, Department of Labor and the Hon. James L. Feiser, vice-chairman of the American Red Cross.

Splendid testimony to the success of the contest will be afforded by an exhibition in the auditorium of the 5,000 outstanding posters from cities and towns throughout America. Those who attend the St. Louis meeting will see in this exhibition the graphic story of dental health education—in oils, water colors, crayon, and cut-outs—as created by the school children of the nation. Here will be the fruition of an idea which caught the interest of educators from coast to coast and brought a response from pupils which stands unexcelled in school history. The contest was the principal feature of the A.D.A. 1938 education program: "Dental Health for American Youth." The idea was conceived by Dr. C. Willard Camalier and followed through by the

National Poster Contest Committee and the committees of 300 state and component societies who cooperated to bring about these splendid results:

Some idea of the vast work done by the component society committees may be gained from the central office of the national poster committee. More than 70,000 copies of the rules were distributed and 20,000 reprints of the winning Minnesota posters of two years ago were furnished, as well as mimeographed copies of suggestions prepared by the St. Louis Dental Society—more than 95,000 pieces of contest literature in all.

From the 5,000 top-notch posters on display at St. Louis, the board of judges will select the fifteen national winners.

Five first awards, five second awards and five third awards will be made in as many group classifications. In addition, a set of Encyclopedia Britannica will be awarded the schools represented by first prize winners in each division. Total prizes awarded in the national, state and district competitions total about \$3,500.

The success of the contest can best be measured by the results themselves—and by the striking panorama which the exhibit at the St. Louis Auditorium will provide.

Every member of the Association who can come to St. Louis in October is urged by the national poster contest committee to see the poster exhibit.

(The foregoing is published in cooperation with the A. D. Assn. Publicity Com., of the Local Arrangements Com., Dr. A. P. O'Hare, Chairman.)

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"If you have tried and met with defeat; if you have planned and watched your plans as they were crushed before your eyes; just remember that the greatest men in all history were the products of courage, and courage, you know, is born in the cradle of adversity."

## SECRETARY'S CORNER

LUCILE S. HODGE, Gen. Sec'y, 401 Medical Arts Bldg., Knoxville, Tenn.

### HONOR ROLL

Alameda County Dental Assistants Assn.

Cincinnati Dental Assistants Assn.

Tennessee Dental Assistants Assn.

#### Honorable Mention

Indiana State Dental Assistants Assn.

New Jersey State Dental Assistants Assn.

**NOTE TO SECRETARIES:** When you receive correspondence regarding convention please take care of it promptly. Check membership cards in your files and see that the portion that belongs in the ADAA files are returned. Remember to send all D.A. Pin order blanks to this office to be okeyed—your pins will reach you more promptly by complying with this rule. The Official Dental Assistant Cap of the A. D. A. A. may be ordered from the following stores: Davison-Paxon Co., Atlanta, Ga.; Halle Brothers, Cleveland, Ohio, and R. H. Macy & Co., New York City, N. Y. Ask for Nurse's Cap—Model No 155. Before leaving for your vacation be sure you have returned the Program Questionnaire, in order that your society will have proper representation in the 1938 Official Program.

We are happy to have the privilege of saying "Welcome" to the LOUISVILLE DISTRICT DENTAL ASSISTANTS SOCIETY, at Louisville, Ky., with the following officers: President, Martha Rothenburger, Starks Bldg.; Vice-president, Nell Hartman; Secretary, Jean Branham, Starks Bldg.; Treasurer, Maydelle Buchanan;

Also a new component society of Georgia State D. A. Assn.:—SECOND DISTRICT DENTAL ASSISTANTS SOCIETY at Albany, Georgia, with the following officers; President, Ruth Kennedy, 609 Exchange Bank Bldg; Vice-presidents, Elizabeth Pettigrew and Lilla Fowler; Secretary-Treasurer, Pauline Roberts, Dawson, Ga. To our new independent member from Kentucky, Virginia Morgan, associated with Dr. B. L. Keeney, of Princeton, Ky. we also say "Welcome."

Since the last issue of the Journal the following societies have elected officers, and others have changes of addresses:—

#### ALABAMA D. A. ASSN.:

President, Abbie Pryor, 412 Medical Arts Bldg., Birmingham; Vice-president, Clara Latta; Second Vice-president, Iva Creswell; Secretary-Treasurer, Edwina Peebles, 916 Comer Bldg., Birmingham.

#### FIFTH DISTRICT D. A. ASSN. (California)

President, Luella Pettit, 210 Bank of America Bldg., Venice; Vice-president, Vera Appleton; Secretary, Peggie Propst, 11343 Santa Monica Blvd., West Los Angeles; Treasurer, Betty Nossett.

#### FRESNO DISTRICT D. A. SOC.:

Corresponding Secretary, Helen Elliott, Helm Bldg., Fresno, Calif.

#### LOS ANGELES D. A. ASSN. (Calif.)

President, Marie McCoy, 660 S. Vermont Ave., Los Angeles.

#### PASADENA D. A. ASSN. (Calif.)

President, Ruth Foster, 603 First Trust Bldg.; Vice-presidents, Alice Emig and Helen Boltimore; Secretary, Joyce Weston, 627 First Trust Bldg.; Treasurer, Floy Jung.

#### GEORGIA STATE D. A. ASSN.:

President, Katie McConnell, 427½ Moreland Ave., N. E., Atlanta; President Elect, Emmie Woeltgen; Vice-presidents, Frances Richardson, and Virginia Collins; Secretary-Treasurer, Sara Preston, 427½ Moreland Ave., N. E., Atlanta.

**IOWA STATE D. A. SOC.:**

President, Rae Hartshorn, 808 Bankers Trust Bldg., Des Moines; President Elect, Louise Lynum; Secretary, Bernice Adrian, 307 Bankers Trust Bldg., Des Moines; Treasurer, Julia Harshbarger.

**INDIANA STATE D. A. ASSN.:**

President, Margaret Cumnick Sharp; Jasonville, Ind.; Vice-presidents, Alene Collins and Alberta Littell; Secretary, Betty Hanshaw, Anderson Bank Bldg., Anderson; Treasurer, Annabelle Grosh.

**KANSAS STATE D. A. ASSN.:**

President, Christina Schulz, 619 R-W Bldg., Hutchinson; President Elect, Hazel Ate; Secretary, Julia B. Stone, 624 Mills Bldg., Topeka; Treasurer, Alice Davis; Parliamentarian, Nelle Mitchell.

**MASSACHUSETTS D. A. ASSN.:**

President, Thelma Lyon, 311 Main St., Worcester; President Elect, Hazel Laurence; Vice-president, Mae Nichols; Secretary, Aileen M. Ferguson, 709 Centre St., Jamaica Plains; Treasurer, Anne Mae Wells.

**GRAND RAPIDS D. A. (Mich.)**

President, Katherine Wesley, 1170 Madison Ave., S.E.; Vice-president, Marie McCallum; Secretary, Julia Veldman, 809 Franklin S.E.; Treasurer, Evelyn Gilmore.

**KANSAS CITY D. A. AND H. ASSN. (Mo.)**

President, Mary Lou Jackson, Plaza Bank Bldg.; Vice-president, Marie Herzig; Secretary-Treasurer, Kathryn Rand, 1300 Bryant Bldg.

**DENTAL ASSISTANTS ASSN. OF THE STATE OF NEW YORK:**

President, Marion S. Rice, 310 East Water St., Elmira; Vice-presidents, Ruth Williams and Louise Breuninger; General Secretary, Robina McMurdo, 140 E. 80th St., N. Y. City; Treasurer, Madeline Stone.

**EDUCATIONAL & EFFICIENCY SOCIETY FOR D. A. 1st DIST. N. Y.:**

President, Catherine Sutherland, Suite 2103—1450 Broadway, N. Y. City; Vice-president, Elizabeth V. Shoemaker; Secretary, Virginia Frey, 225 W. 34th St., N. Y. City; Treasurer, Edna Hopkins.

**NEW JERSEY STATE D. A. ASSN.:**

President, Edith H. Worth, 12 Broad St., Red Bank; Vice-president, Alice Fendall; Secretary, Florence E. Smith, 627 Haddon Ave., Collingswood; Treasurer, Catherine Grimm.

**BERGEN CO. D. A. ASSN. (New Jersey)**

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**COLUMBUS D. A. ASSN. (Ohio)**

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**DAYTON D. A. ASSN. (Ohio)**

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**PHILADELPHIA ASSN. OF DENTAL NURSES (Pa.)**

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**TENNESSEE STATE D. A. ASSN.:**

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**TIDEWATER D. A. ASSN. (Virginia)**

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**TACOMA D. A. ASSN. (Wash.)**

President, Julie McDonough, 133 Perkins Bldg., Tacoma; Vice-president, Carmen O'Grady; Secretary-Treasurer, Francis Johnson, 1114½ South Kay, Tacoma

**SEATTLE DISTRICT D. A. ASSN. (Wash.)**

President, Thelma Roberts Hunt, 419 Stimson Bldg., Seattle.

**WISCONSIN STATE D. A. ASSN. (Wis.)**

President, Lotus West, 1st Central Bldg., Madison; President Elect, Olga Kumm; Vice-presidents, Verena Strassburg and Ann Salzieder; Secretary, Marion Putzer, 34 Washington Blvd., Oshkosh; Treasurer, Eunice Thomsen.

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**1938 JULIETTE A. SOUTHARD BIRTHDAY PARTY**

Dear Assistants: We are going to have another Birthday Party. Remember how you enjoyed your Juliette Southard Birthday Party last year? Well, we hope that your Birthday Party this year will be an even happier—more joyful occasion. As you know, 1937 was the first year that we had the privilege of honoring the Founder of our Association—Juliette A. Southard—with a National Birthday Party. Again this year—1938,—we are asking all societies to begin preparation NOW for a bigger, better and finer Party. This is the only way that we can pay tribute and in a small measure show our gratitude and appreciation to Juliette Southard for her unceasing effort for, her devotion to, dental assistants, over a long period of years.

Last year, the proceeds from the Party for the Juliette A. Southard Fund were only a little over \$400.00. That was a good start; but this year, we should strive to exceed it. Sunday, September 25th, is Our Juliette's birthday. The date being a holiday prevents anyone from having an excuse for not joining the celebration. Start planning now—Appoint active committees—Get going toward a gigantic Birthday Party—So that on September 25th, the United States will echo the joyful sound—"Happy Birthday Juliette Southard."

Sincerely yours,

JEAN NOONE, *Chm.*

Suite 1925—450 Sutter Bldg., San Francisco, Calif.

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"Some Day never comes. Like a rainbow, Some Day recedes as we advance. It is always on the far horizon; never attained. Right Now is the only time at our command. Right Now is the day of opportunity, of happiness, of delight."

—ROE FULKERSON



## CALENDAR OF MEETINGS

ELIZABETH HAHN FLEISCHER, 975 Beaconsfield Ave., Grosse Pointe Park, Michigan.  
All September-October Data MUST reach me by August 10th.—Thanks.

### CALIFORNIA

#### San Francisco D. A. A.

No Meeting in July.

Meeting, August 9, 1938.

Dinner, 6:30 P.M.

Place, Women's City Club.

Program, to be announced.

W. Brown, 1095 Market St.

Committee, Dorothy Aupied, Clara Taylor, Linnie Jones, and Nell Rose.

Meeting, August 16, 1938, 6:00 P.M.

Place, Overtin Park.

Wiener Roast given by Lucille Reed, Clara Taylor, and Ola Lundy.

Guest night.

Lucille Reed, Publ. Chm.,  
808 Exchange Bldg.

### FLORIDA

#### Miami Dist. D. N. Assn.

Will resume regular meetings in October.  
We hope our co-members will have a very happy summer.

Virginia Schenck, Prog. Chm.,  
401 Huntington Bldg.

### VIRGINIA

#### Tidewater D. A. Assn.

Meeting, July 13, 1938.

Beach Party at Willoughby Beach.

Hostess, Carolyn O'Keefe.

August Meeting to be announced.

Mary Winn Hammond, 918 Medical  
Arts Bldg., Norfolk.

### NEBRASKA

#### Lincoln D. A. A.

Meeting, July 11, 1938.

Annual Dutch Treat Picnic Supper and  
Swimming Party.

Place, Capital Beach.

Meeting, August 6-7, 1938.

Week-end Cabin Party.

#### Omaha D. A. A.

July and August, Social Functions.

Norma Edger, Publ. Chm., 939 Medi-  
cal Arts, Omaha.

### OHIO

#### Akron D. A. A.

Meeting of Akron Assistant's English  
Study Club, on every other Monday  
during July and August, under super-  
vision of Mrs. Beulah Williams.

Annual Picnic date to be announced  
later.

Helen K. Noland, Sec'y, 478 East  
Exchange St.

### TENNESSEE

#### Memphis D. A. A.

Meeting, July 20, 1938, 6:00 P.M.

Place, 1316 Faxon Ave.

Outdoor Entertainment in form of  
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## Good Morning, Mr. Gallagher

(Continued from Page 94)

him to see you this morning, or will you make an appointment for a later date?" The man brightens, here's a chance to stall, so he says boldly, "Well, I want to get all of my teeth fixed up and I guess I'll make an appointment to get started, at least for an examination." Mary replies, "Yes sir, what is your name, please, and what is the most convenient time for you to come in?" He answers, "My name is Terence Gallagher, and let me see, I can come in on Tuesday or Thursday morning, next week." Mary puts the appointment, for the earliest possible time. "How do you spell that name Mr. Gallagher, one l or two?" He spells it for her, she repeats it after him, very sure to get it correct; while this has been going on Mary has been unobtrusively looking Mr. Gallagher over; she notes that he has a cauliflower ear on the left side, and a mole on his chin; she tells herself that from his name he is probably Irish. Now the appointment is all settled, Mary says with a smile, "Thank you, Mr. Gallagher, we'll look forward to seeing you at ten o'clock next Tuesday morning."

Tuesday morning, ten o'clock arrives. Mary hears someone come into the reception room; investigation reveals a man with a cauliflower ear on the left side, and a mole on his chin; she meets him with a smile, "Good morning, Mr. Gallagher." Mr. Gallagher's face relaxes in a grin, this seems like a friendly sort of place, why this girl actually remembers his name; he guesses he won't postpone the examination this morning, as he had intended to do. All that I have previously said is a long way of saying Mr. Carnegie's rule No. 3 for making people like you, "remember that a man's name is to him the sweetest and most important sound in the English language." (That goes for women, too.) Perhaps, you will say, "I never can remember names." Rule No. 1 for that is, "Don't start out by saying 'I can't.'" Rule No. 2 is that we can remember things that we really know; many times the reason that we cannot remember a person's name is because we never actually knew it, when we heard it we didn't allow it to sink in.

(Continued in Sept.-Oct. issue)

## DR. BUTLER TOOTH BRUSHES

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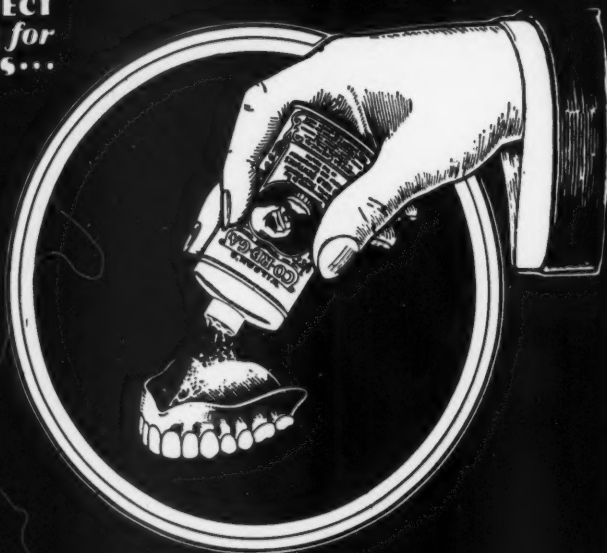
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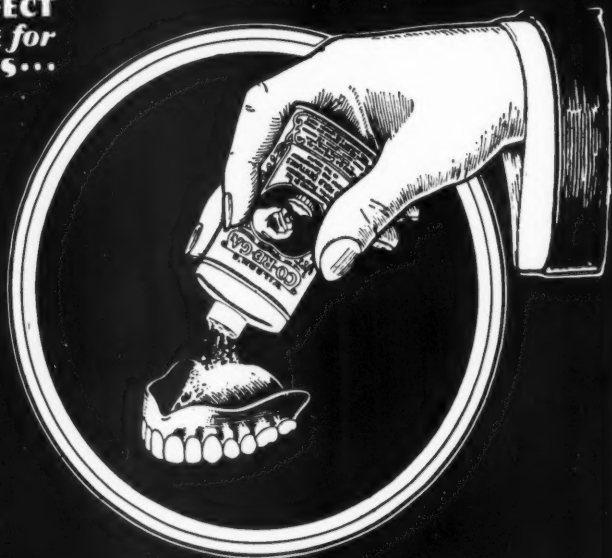


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